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Areas USA Continues U.S. Airport Expansion

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Areas USA will open nine food establishments at Norman Y. Mineta San Jose International (SJC) that are expected to generate more than \$200M in accumulated sales during the 10-year contract.

Areas will open Paolo's, a local Mediterranean restaurant; Willow Street Pizza, a local restaurant with three non-airport locations; The Brit, a British sports bar; Consuelo's, a Mexican bistro with local ties; LeBoulangier, a Bay-area bakery; Jily, an international Italian brand; Sora's, a Japanese and sushi-themed restaurant; San Jose Rocks, a new concept celebrating San Jose rock and roll performers; and Peet's Coffee, a national brand with a nearby roasting facility.

"The city of San Jose, known for its diversity, wanted their airport to reflect it," says Xavier Rabell, chief executive officer. "They were looking for the right mix of fresh, new, local, national and international concepts their airport could feature. Areas was able to meet this goal because we specialize in taking local concepts and incorporating them to fit fast-paced airport environments."

The company, which entered the U.S. earlier this year, has won contracts at a handful of other airports, including Miami International (MIA), Hartsfield-Jackson Atlanta International (ATL), Detroit Metropolitan Wayne County (DTW) and Indianapolis International (IND).

San Jose was a good fit, Rabell adds, because it's a fast-growing airport and the company is looking to expand in California.

"Simply stated, they submitted a very competitive proposal through our RFP process," says David Vossbrink, spokesman for SJC.

Together, the group provides "an excellent mix of local, regional, national and international businesses that will serve our customers, the airport and our business community very well," says Bill Sherry, aviation director, in a statement.

The new concessions will occupy existing and expanded concessions space at SJC that are part of the airport's \$1.3B comprehensive modernization program that is scheduled for completion in 2010. SJC served 10.7 million passengers in 2007.